

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2011/2011 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: NEWS WRITING

COURSE CODE: JMC 216

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer three questions. Question 4 is compulsory.

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GIVEN BY
THE INVIGILATOR.**

Question 1

List the six news elements listed in the textbook, define them and list why each would of interest to news readers.

(25 Marks)

Question 2

Explain in detail the following:

Bias
Accuracy
Objectivity
Convergence
“Nut” graph

(25 Marks)

Question 3

A Director in the Ministry of Information, Communication and Technology has agreed to an interview in his office about developments in improving broadband internet service in Swaziland. Describe how you would prepare for the interview, what tools you would use for the actual interview, and what techniques or methods you would use when interviewing the director. List three questions you would ask.

(25 Marks)

Question 4

Write a 100-word story for next morning's paper on these notes from a news conference. Use at least one direct quote. (50 Marks)

The Mbabane Business Society is holding its monthly luncheon at the Mountain View Inn. An audience of about 100, mostly local business men and women and some from government ministries, is in attendance. The guest speaker today is Alex Weddell, CEO of Weddell Widgets, a local, family-owned manufacturing firm and one of the city's largest companies. Here is the text of Weddell's speech:

"Unfortunately, I wish we could all be here together under happier circumstances. As you all know, these aren't exactly the best of times for the economy. With the problems of the global economy, companies, like individuals, are facing a credit crunch. It's becoming very difficult to get access to credit to expand or even maintain our operations.

Raw material costs are also an issue. As you know, these costs have risen substantially in recent years. Fuel prices are another area of concern. With the dramatic rise in oil prices, our costs, for both production and distribution, have risen dramatically. And with a weakening economy both here and abroad, demand for Swazi-made products has dropped substantially in the last year.

Speaking of global markets, as you know, there is increasing pressure in many industries to outsource production to developing countries with much cheaper labor costs. In fact, our main competitor in South Africa, XYZ Widgets, last year moved its entire manufacturing operation to China. In doing so they cut production costs in half. We've tried to resist such measures. We believe in employing Swazi workers, to create Swazi products, to boost the Swazi economy.

As I said, we've tried to resist such measures, but unfortunately, that is no longer possible. I'm here today to tell you that Weddell Widgets is facing a third quarter loss of E160 million, our worst quarterly loss ever. As a result, we've decided that early next year, we will relocate our entire manufacturing operation to India. We will maintain our management and administrative operations here in Mbabane. It is with great sadness that we made this decision. My grandfather started Weddell Widgets in Mbabane more than 80 years ago. This has been our home. We only did this as a last resort."

Weddell leaves the stage. The audience is silent. As he quickly grabs his coat and exits the hotel, you ask him how many employees will lose their jobs as a result of the move to India. "About 450," he says. How many administrative jobs will be left in Mbabane, you ask. "About 30," he responds, then adds, "I'm sorry, I can't answer any more questions now." He rushes out the door to a waiting limousine.